

**M. & K.** ROCK  
ISLAND

Finest Clothes at Least Cost



Stunning Millinery  
at Least Cost

## M. & K. the Ladies' Store of Tri-Cities

No wonder the M. & K. is known as "The Ladies' Store of the Tri-Cities" with such endless assortments of fashionable clothes, the very finest makes, the very finest materials, the most distinctive styles at lower prices than commonly asked elsewhere for inferior qualities. M. & K. are revolutionizing the Ladies' Ready-to-Wear business with their new methods and new policy, selling high-grade, exclusive styles at popular prices. Every one can afford to wear M. & K. clothes and no one can afford not to.

No Need to Go to New York or Paris  
to Know What the WORLD of FASHION Is Doing

The M. & K. Brings Them To You

Our buyers are again in the Eastern markets, sending us the choice and cream of the new styles from the leading makers. Our Ladies' Wear business is way beyond expectations, showing how much the Ladies of the Tri-Cities appreciate clothes of the highest character at M. & K.'s lower prices. It also has enabled us to place larger orders than ever and to secure special concessions in price from leading makers who are anxious to have the M. & K. exploit their latest styles. Consequently the newest, the last word in fashion is expressed in the most beautiful displays provided at the M. & K. store.

This Great Showing of the New Fashions is More than a Fall Opening Display and Review

**IT IS A SALE EXTRAORDINARY**

Nowhere else except at the M. & K., Rock Island, you see such an exquisite collection of Evening Gowns, marvelous creations in the latest materials and newest ideas, portraying the new ideas of leading New York dress makers and the last word from fashion capitals. These gowns are as marvelous in price as they are in beauty, half the price you would ordinarily expect to pay for them, but M. & K. are making it attractive to choose gowns here and the prices have been made accordingly. Comparison will prove that you cannot even buy trashy ordinary gowns at the prices M. & K. are offering their beautiful ones.

And so it is with M. & K. Afternoon Dresses, with silk dresses and cloth dresses, with M. & K. attractive dresses for misses and juniors they, too, are popular in price and much less than ever before.

M. & K. is the Ladies' Cloak Store of the Tri-Cities. And they tell us that our Fall and Winter Coats are by far the finest to be seen with prices much the most reasonable. There are coats of every wanted material, including the Hudson seal plush, wool velvets, fancy mixtures and novelty materials, smartest styles for women, nobbyest styles for college girls, nobby styles for misses and juniors and children.

**M. & K.**

The Ladies' Store of the Tri-Cities,  
Rock Island

**M. & K. High Grade Distinctive Styles at  
Lower Prices than Others Ask for the Ordinary Kind**

Tri-City Ladies who are acquainted with the high character of M. & K. styles will be agreeably surprised at the low prices now prevailing in carrying out the M. & K. purpose of doubling their sales in Ladies' Ready-to-Wear department and lowering their prices to do it. To miss seeing the M. & K. displays of gowns, dresses, suits, coats, millinery, shoes is to miss the real showing of fashions and to overlook the opportunity of choosing your clothes to the greatest advantage at the least cost.

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